

GANGWAY

EDITION 1 - FEBRUARY 2007

Welcome to this
the first edition of
"Gangway"
ShiptalkJOBS news
bulletin.

In this the first edition of our news bulletin we feedback to recruiters and job seekers the positive messages we took away from the recent **Maritime Open Day** held at **Warsash College**.

We were most encouraged by the views of school leavers and their families looking at the opportunities associated with a career at sea.

The views of these young people make a refreshing change from the usual negative press associated with what can be a very rewarding career path at sea.



Anneley Pickles
Managing Director ShiptalkJOBS.com

UK SCHOOL LEAVERS BELIEVE IN BRIGHT FUTURE AT SEA

It is a sad, and often lamented fact that people do not want to go to sea anymore. This fact is even starker when one considers the case of the young people (not) coming into our industry.

During the recent Warsash Maritime Academy Open Day, one of the burning questions was, "How do we attract young people to what has, incredibly, become an unattractive job and lifestyle"?

At this high profile event, attended by some of the biggest names in maritime recruitment, it appeared that the major task was one of changing the mindset of the young target audience, and showing just how positive the step to a seagoing career can be.

In a day in age, where young people seem reticent to leave the comfortable, certainty of a debt ridden future, it seems that we have to grab them and shout, here is a life of opportunity, of responsibility and of great rewards. We as an industry have to realise that people don't expect to stay on a ship forever, so we must offer a career

for life, if not a job, and we must provide the opportunity for young people to grab a new challenge.

Faced with these challenges, recruiters arrived at Warsash determined to find the right people to provide the shipping industry with its vital lifeblood, people to operate the ships.

The struggle to maintain a flow of cadets into the industry is one being played out around the globe, from Manila to Mumbai, and from Poznan to Piraeus – but this day was all about British cadets, and school leavers.

The prestigious Warsash Academy, near Southampton is laden with history, and many Masters and Chief Engineers have lumbered around its grounds, as cadets, on their infamous morning runs. Now as it looks to the future, the physical jerks are a thing of the past and they are looking, in partnership with shipping companies, to the latest techniques to convince teenagers that a career at sea is the answer to all their wishes.

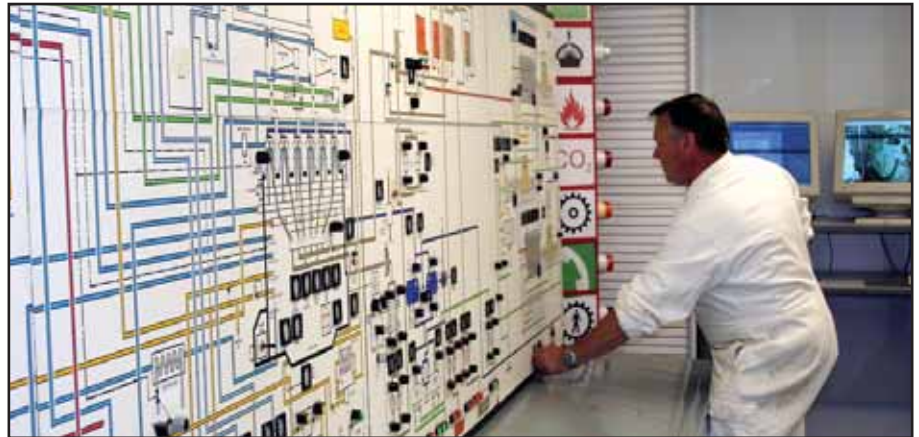
Grabbing the attention of a seemingly disinterested youth, Warsash Maritime Academy opened its doors to provide its annual “Meet and Greet day” with prospective employers lined up from across the UK, and world, all there to provide words of wisdom to the teenagers and many interested, and intrigued parents.

Amongst those seeking to show just how good a career at sea can be were Maersk Marine Services, Viking Recruitment, Clyde Marine Training, Bibby Line Ltd, Carnival (UK), Anglo Eastern, Shell, Ship Safe Training Group, Royal Fleet Auxiliary, BP, Chiltern Maritime, Trinity House, Maritime London, Hatsu Marine, Clipper Marine Services, and CMA/CGM.

In an interview with Bibby Line Ltd, Hugh Landels, Fleet Resources Manager, stated that they were there, “not only to promote themselves, but also the industry at large”. He added, “many people do not understand what the sea can offer and they as a company are moving into the next century with confidence and want to promote what a fantastic career people could have”.

Overseeing the event was John Millican, Director of Warsash Maritime Academy. He proudly proclaimed that the day was, “about quality rather than quantity”, of both the visitors looking for employment, and also the high-end companies exhibiting.

Nigel Holloway, Marketing Manager of Warsash Maritime Academy said that the event was all about offering, “a serious career with serious challenges”. “At the end of the day”, he added, “it’s a lot more than just a degree, and people need to know more about the industry and what it has to offer”!



The shining light from this event, now in its tenth year, was the shared passion of all involved – whether cruise lines or oil majors, their vision was of reigniting the desire of people to choose a Career at Sea.

Nigel Holloway added, “there is a lot of ignorance about the industry so when you actually sit down and explain what is on offer, people’s eyes light up, and so we must keep hammering home the positive images”.

The event featured a number of presentations by many of the exhibitors, and the programme of talks enabled each Recruiter to showcase what such a career would be like, with current students on hand to share their experiences and to give everyone a real feel of the range of benefits on offer, such as:

- **Stimulating and varied career**
- **Responsibility at an early age**
- **Unequaled travel**
- **Professional and Vocational**
- **A variety of options as they develop their career**
- **Excellent rewards**

Many prospective cadets and their eager parents were on hand, keen to see whether being signed to one of the leading players in the Industry would offer the world at their feet...and at the end many seemed content that was exactly what was on offer.

Amongst the exhibitors the idea of a job on cruise ships seemed to consistently create excitement amongst the visitors. With **Viking Recruitment** on hand to answer so many queries it seems that their demand for people may be sated.

Their stand was so busy with a continuous stream of visitors that we didn’t even manage to interview them...an excellent sign!



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Carnival Cruise UK put it simply, “we need to be here!” As they look to service a vast and rapid expansion they need crew...and such events are the ideal way of spreading the word of long-term, fantastic and rewarding careers.

The common theme of the event was to remind young people of the realities of the modern UK higher education, a system that offers no prospect of guaranteed employment and increasingly sends students into the world with crippling debt hanging around their necks.

In the UK, there is a spiralling debt problem associated with higher education – estimates state that the majority of students end their studies approximately £15,000 in debt, a figure set to rise steeply over the next five years, as fees look set to rise.

Shiptalk attended the event to see just

how hard the industry is working to ensure a future supply of officers. One girl we spoke to had come down from Sheffield with her family to find out what just what was on offer.

She was currently doing A levels but had become disillusioned by it all and had been excited by the prospects of travelling the world, she was not disappointed, and saw that it was a far cry from the, “well worn path taken by all my friends”.

This was a view echoed by one cadet, “my mates are all skint, and bored, and I’m on my way to Brazil...yes they are jealous, very jealous”.

The huge need for quality personnel has led many companies to look to increasingly innovative means of advertising, many of **ShiptalkJOBS.com**’s featured companies were on hand, including Viking Recruitment, Clyde Marine Training, showing that the old face-to-face approach still sits well with new, more technologically advanced ways of spreading the word.

When asked how it was possible to judge the success of the day, some talked of numbers of applications received, and of traffic past their stand – while others spoke of such days as being simply part of an ongoing exercise to raise awareness, one recruiter said, “we need these visitors today to be fired up, and for them to go back to their schools and their friends to spread the word of this amazing opportunity”.

The final words on a hugely successful day go to Eileen Hagan, Training Officer of Bibby Line Ltd, “Promoting a career in the merchant navy is not about promoting a 9-to-5 job. There are so many possibilities, challenges and rewards, and we should be shouting about them!” Shiptalk couldn’t agree more.



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